

REPORT OF THE AMERICAN CITY BUREAU SERVICE

CAMPAIGN PERIOD

Bureau Staff

The first step toward the re-organization of the Raleigh Chamber of Commerce was taken on June 21st when a contract was signed with the American City Bureau for the expansion of the membership and the re-organization of the work of the Chamber of Commerce. On August 23rd Samuel Godfrey, Office Assistant of the Bureau Staff arrived in Raleigh and was followed on August 29th by R. A. Crosby, Campaign Manager, and on August 31st by Walter Parcellle, Publicity Manager.

Educational Period

A preliminary campaign of education was conducted from August 23rd to September 10th, which included general meetings of citizens, addressed by local men and speakers from other cities with Chamber of Commerce experience, newspaper publicity and direct communications through the mails to a selected prospect list. During this period the membership teams to carry on the active solicitation for members were organized.

Meetings

During the campaign the following meetings were addressed by the accompanying list of speakers:

Date	Meeting	Speakers
September 2nd	Smoker	E. B. Crow E. F. Trefz
September 8th	Civic Dinner	Gov. Morrison Josephus Daniels Champe Andrews

Intensive Drive

From September 12th to the 16th an intensive drive for members was conducted. As a result 760 leading citizens of Raleigh pledged their support for the Chamber of Commerce. Since the campaign twenty-four new members have been added and fourteen lost by duplication or cancellation,